

**What is claimed is:**

1. A beverage-storage system for a vehicle console, said storage system comprising:  
a bin having a floor and an open end defined substantially opposite said floor;  
a lid adapted to open and close with respect to said bin and having an underside adapted to substantially close said open end of said bin;  
a tray movably supportable at at least one predetermined height in spaced relation relative to said floor of said bin and adapted to support at least one beverage container; and  
a seal operatively connected to the underside of said lid and adapted to substantially seal off the top of the beverage container and apply a force upon the beverage container against said tray upon closing said lid such that the beverage container is substantially prevented from moving relative to the storage system.
2. A beverage-storage system as set forth in claim 1, wherein said bin defines at least one wall defining at least one corresponding ledge adapted to support said tray.
3. A beverage-storage system as set forth in claim 2, wherein said bin defines at least one pair of opposed walls defining at least one corresponding pair of opposed ledges adapted to support said tray.
4. A beverage-storage system as set forth in claim 2, wherein said at least one ledge includes a plurality of ledges disposed in spaced relationship with respect to one another along the corresponding wall such that said tray can be supported at any of a plurality of predetermined heights in spaced relation relative to said floor of said bin.

5. A beverage-storage system as set forth in claim 2, wherein the periphery of one face of said tray defines at least one lip adapted to cooperatively engage said corresponding ledge and wall to support said tray.

6. A beverage-storage system as set forth in claim 5, wherein said lip operatively extends substantially along said corresponding wall for a predetermined length, said tray being reversibly supportable in the longitudinal direction of said lip at either of two predetermined heights in spaced relation relative to said floor of said bin.

7. A beverage-storage system as set forth in claim 5, wherein said tray includes at least one substantially planar surface adapted to support a beverage container.

8. A beverage-storage system as set forth in claim 2, wherein said ledge is integrally molded to said corresponding wall.

9. A beverage-storage system as set forth in claim 1, wherein said seal is removably mounted to said underside of said lid.

10. A beverage-storage system as set forth in claim 9, wherein said underside of said lid includes at least one opening and said seal includes at least one fastener adapted to be securely received in said corresponding opening to removably connect said seal to said underside of said lid.

11. A beverage-storage system as set forth in claim 1, wherein said seal includes a pad having a substantially resilient, moisture-impervious surface adapted to substantially seal off the top of a beverage container and apply the force upon the beverage container against said tray upon closing said lid.

12. A beverage-storage system as set forth in claim 11, wherein said surface is made from neoprene.

13. A beverage-storage system as set forth in claim 1, wherein said seal includes an open-cell-foam pad having a moisture-impervious surface adapted to substantially seal off the top of a beverage container and apply the force upon the beverage container against said tray upon closing said lid.

14. A beverage-storage system as set forth in claim 1, wherein said storage system further includes an adhesive disposed between said seal and said lid such that said seal is adhesively connected to said underside of said lid.

15. A beverage-storage system as set forth in claim 1, wherein said seal is adapted to retain and store said tray when said tray is not supporting a beverage container.

16. A beverage-storage system as set forth in claim 15, wherein said seal includes at least one fastener operatively extending in the direction of said bin and said tray defines at least

one recess adapted to matingly receive said corresponding fastener to retain and store said tray when said tray is not supporting the beverage container.

17. A beverage-storage system as set forth in claim 1, wherein said lid is hingedly connected to said bin such that said lid is adapted to open and close with respect to said bin.

18. A beverage-storage system for a vehicle console, said storage system comprising:  
a bin having a floor adapted to support at least one beverage container and an open end defined substantially opposite said floor;

a lid adapted to open and close with respect to said bin and having an underside adapted to substantially close said open end of said bin; and

a seal operatively connected to said underside of said lid and adapted to substantially seal off the top of the beverage container and apply a force upon the beverage container against said floor of said bin upon closing said lid such that the beverage container is substantially prevented from moving relative to the console.